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An information providing server is connected via the Internet to a mediation server and a reference terminal. The mediation server, when receiving a request for searching a home page, request the server for an index image file. The information providing server creates the index image file by use of an HTML file and an image file held by the information providing server itself, and the index image file being configured such that a first screen of the home page corresponding to the searching request is displayed with a single picture. The created index image file is given from the information providing server to the reference terminal through the mediation server, and images corresponding to the index image file are displayed as a searched result in the reference terminal and are referred to by a user of the reference terminal.